



# **January IDAT Report**

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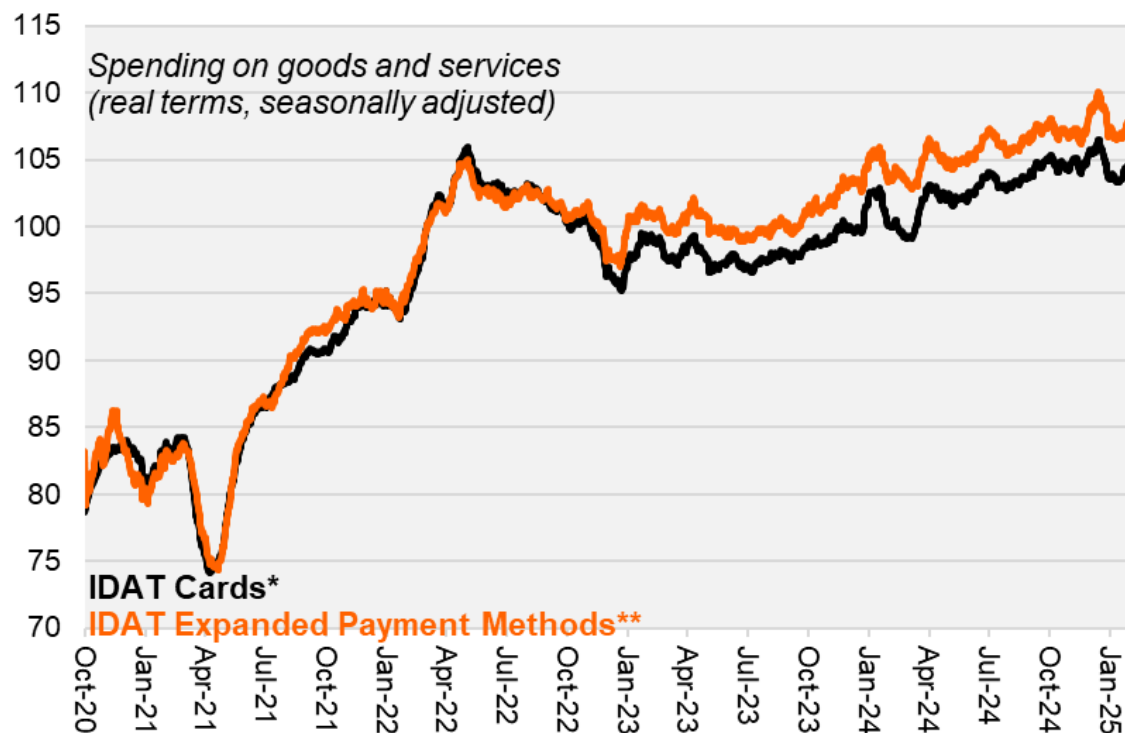
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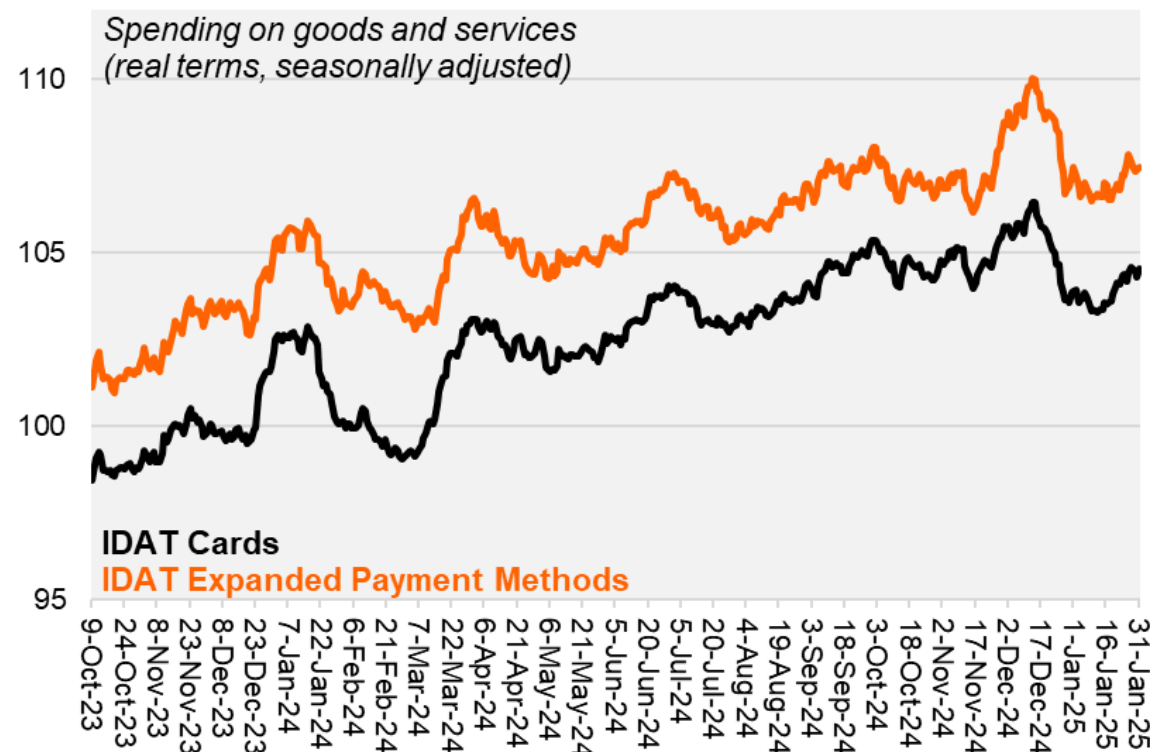
# IDAT-Activity\*

# IDAT-Activity expanded by 0.3% in January (seasonally adjusted monthly variation)

IDAT - Activity (SA, 28d moving avg)



IDAT - Activity (zoom: SA, 28d moving avg)



\*IDAT-Cards: Include spending on goods and services only with cards

\*\*IDAT- Expanded Payment Methods: Also include flows of instant payments (PIX), other types of bank transfers (TED/DOC) and bank slip payment flows ("boletos") from individuals to corporates who are Itaú account holders

# Decline in services, but growth in goods

Heat map IDAT Expanded (mom/sa)								
Breakdown IDAT-Activity	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
<b>IDAT-Activity</b>	1.6%	-1.2%	1.1%	1.0%	-0.9%	1.7%	-1.4%	0.3%
<b>IDAT-Services</b>	2.3%	-2.2%	2.1%	1.3%	-0.9%	3.5%	-1.8%	-0.5%
Food services	2.7%	-1.1%	1.0%	1.2%	-0.3%	1.6%	-0.3%	-1.0%
Lodging	2.2%	-4.5%	4.0%	2.1%	-2.9%	5.3%	-7.1%	0.2%
Recreation	6.5%	-2.4%	3.5%	-2.1%	-2.3%	7.0%	-1.2%	-0.4%
Beauty services	0.1%	1.1%	2.4%	2.2%	-0.5%	4.7%	-4.7%	3.3%
Other personal services	-0.8%	-5.0%	6.2%	-1.4%	2.2%	4.7%	-4.7%	1.6%
<b>IDAT-Goods</b>	1.0%	-0.3%	0.1%	0.7%	-0.9%	0.0%	-1.0%	1.0%
<b>IDAT-Goods sensitive to income</b>	0.8%	-0.4%	2.0%	0.3%	-1.3%	2.8%	-1.3%	0.9%
Fuel, Lubricants	1.2%	-2.2%	0.4%	0.1%	-1.6%	2.5%	-0.1%	0.0%
Hyper, Supermarkets	-2.2%	0.2%	0.5%	0.3%	-1.0%	0.0%	0.0%	-0.3%
Pharmaceutical, medical	0.8%	-0.3%	4.8%	0.3%	-0.8%	1.2%	-3.1%	-1.1%
Fabric, apparel, footwear	2.4%	1.7%	0.5%	1.9%	-1.5%	4.7%	-10.5%	5.7%
Books, periodicals, magazines	2.3%	0.1%	-2.6%	3.0%	0.2%	7.3%	-4.7%	-4.4%
Other goods of personal use	-0.6%	0.4%	2.6%	-0.5%	-1.4%	3.4%	5.4%	1.3%
<b>IDAT-Goods sensitive to credit</b>	3.3%	-0.8%	-1.2%	1.7%	0.1%	-0.6%	-1.4%	0.7%
Office, IT and Communication goods	2.5%	-1.8%	-0.9%	4.1%	-3.2%	1.7%	-6.0%	1.8%
Construction material	1.6%	-1.4%	1.3%	-0.2%	-0.3%	-0.3%	-0.9%	-0.6%
Furniture and appliances	0.6%	1.9%	-3.3%	3.1%	0.9%	-2.4%	-2.9%	2.1%
Vehicles and parts	4.4%	-1.0%	-1.8%	2.0%	0.3%	-0.5%	-1.0%	0.9%

Source: Itaú

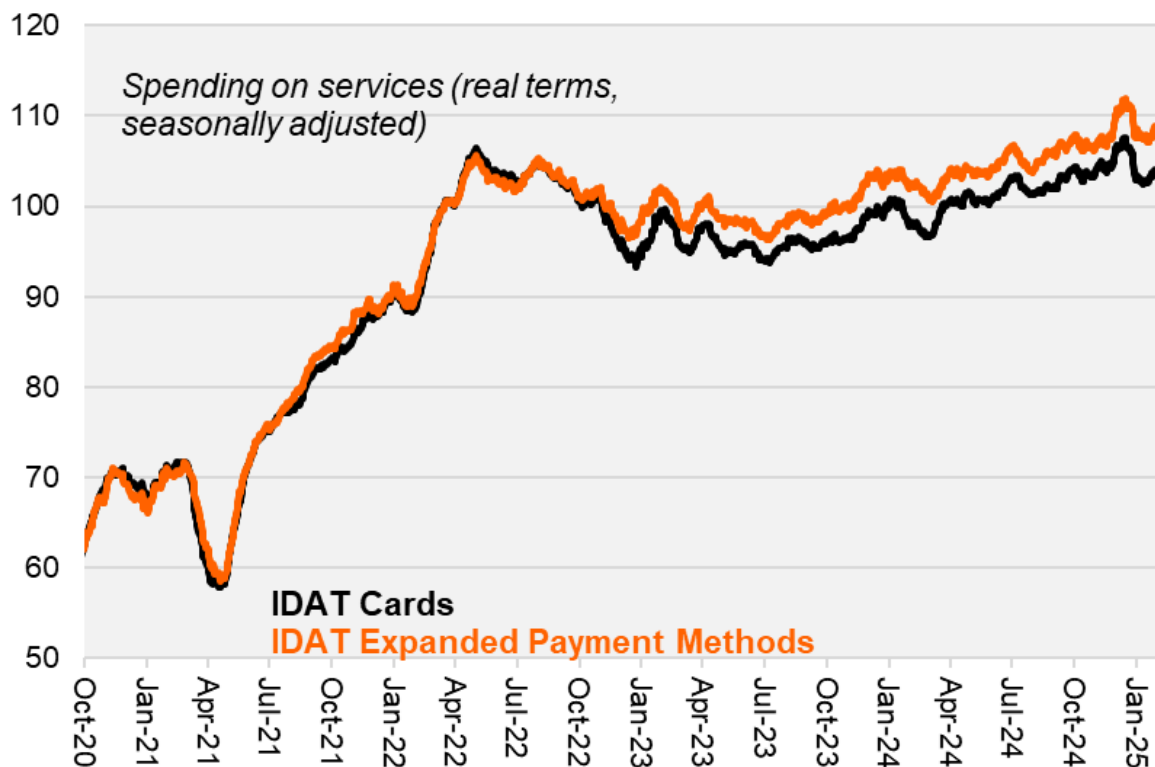
# IDAT-Services\*

\*IDAT-Services comprises the sectors corresponding to the “Services offered to households” component of the IBGE's monthly service sector survey (PMS), which includes restaurants, hotels, bars, beauty salons, entertainment services, etc. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly service sector survey (PMS). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

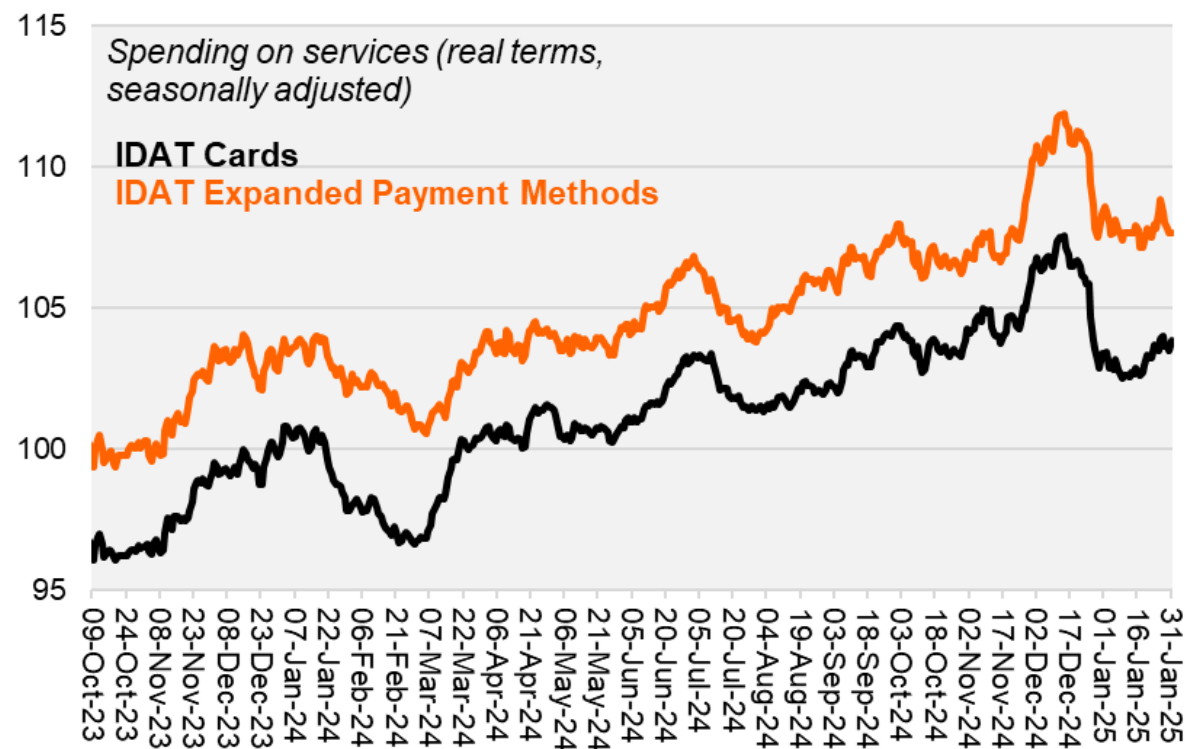


## IDAT-Services decreased by 0.5% MoM/sa

IDAT - Services (SA, 28d moving avg)

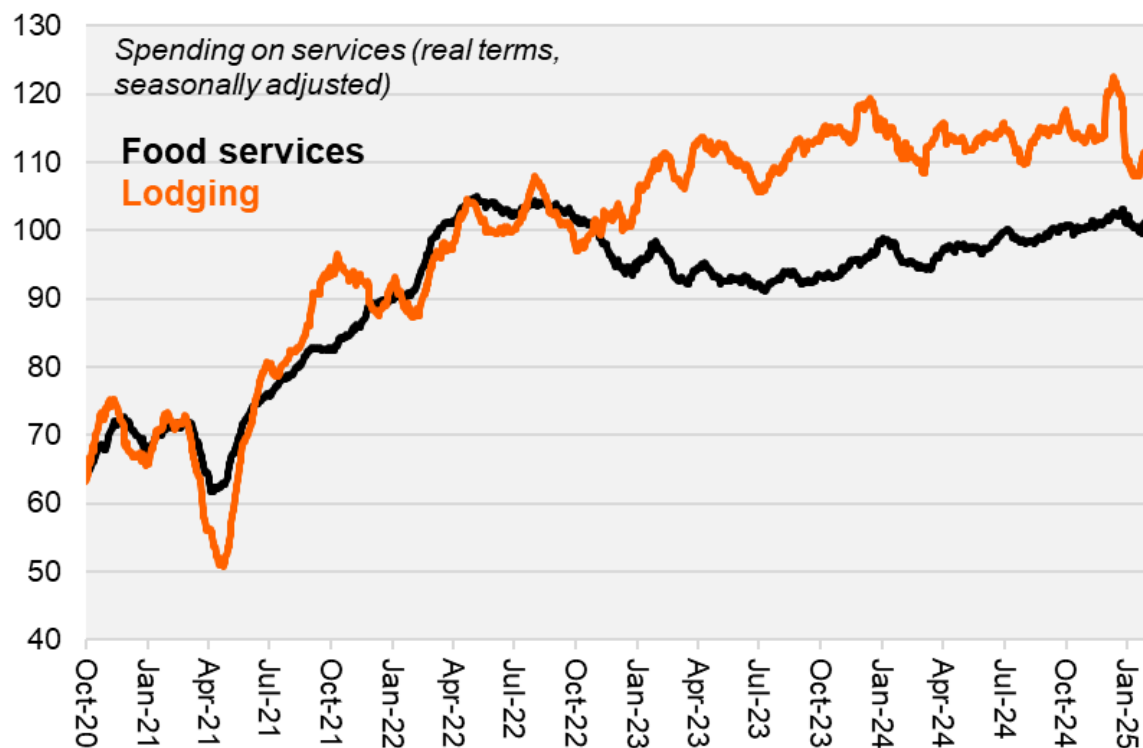


IDAT Services (zoom: SA, 28d moving avg)

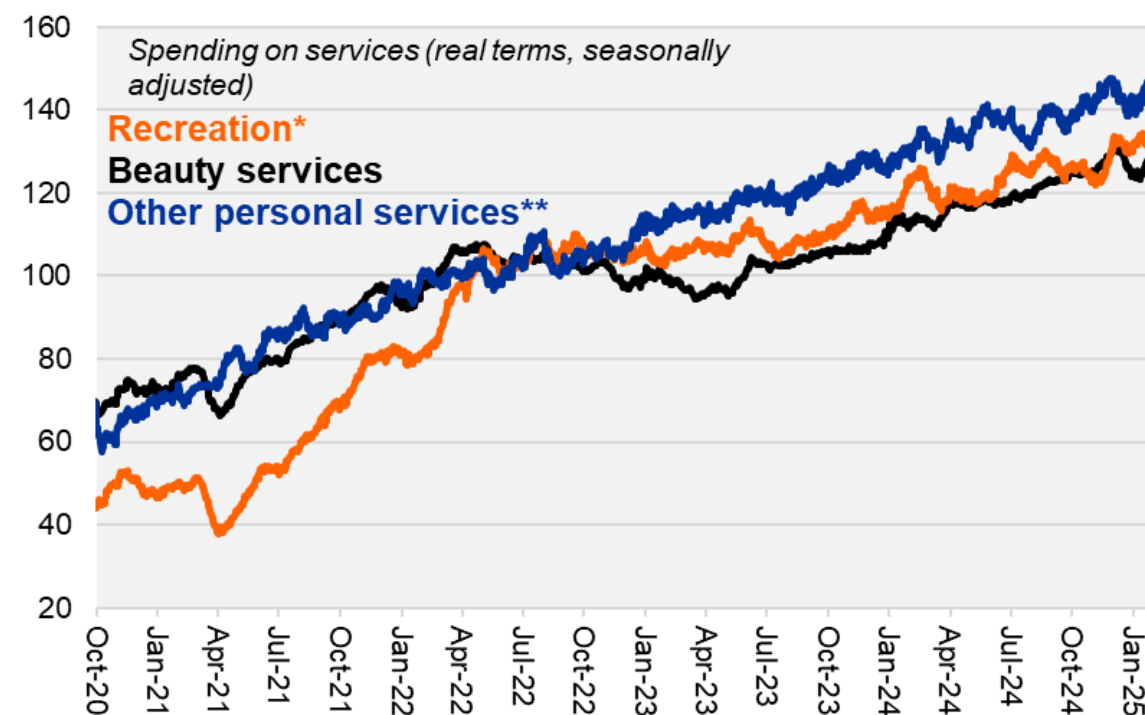


# Decline only in food and recreation in January

IDAT Services: main components



IDAT Services: other services



\*Includes: tourist attractions; sports fields; amusement parks, etc.

\*\*Includes: laundry, cleaners, funeral services.





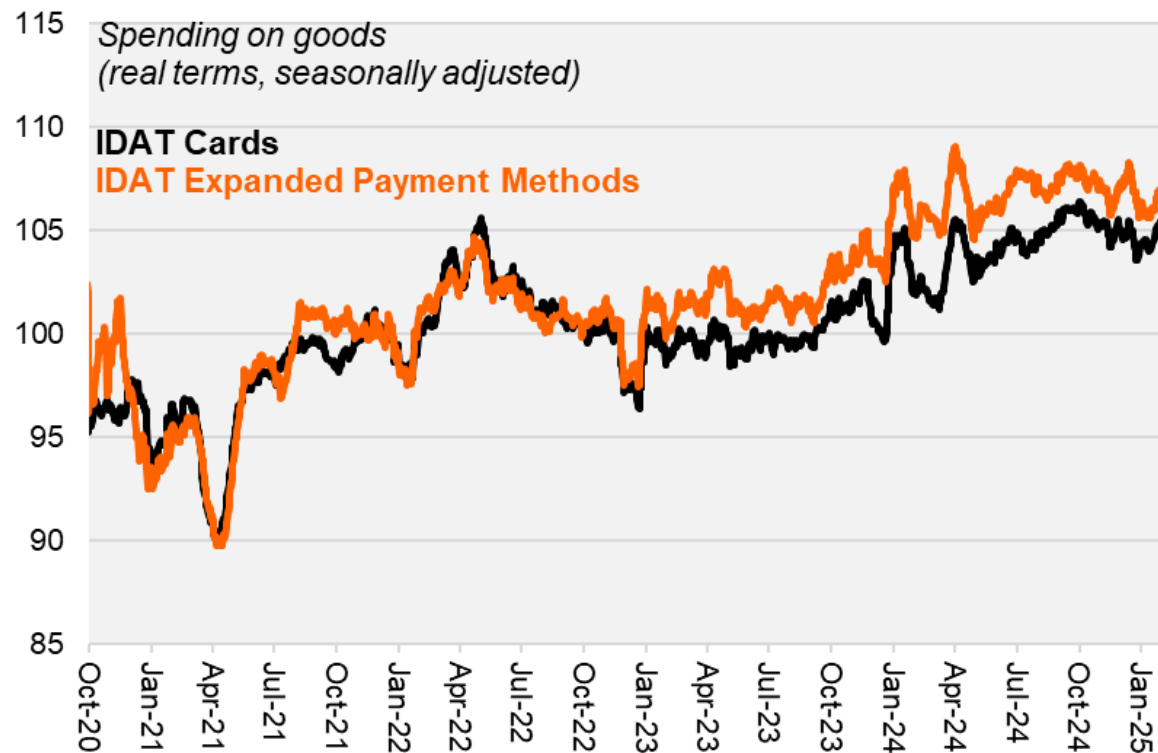
# IDAT-Goods\*

\*IDAT-Goods comprises the sectors corresponding to the openings of the IBGE's monthly retail sales survey (PMC), including sales in the supermarket sectors; pharmaceuticals and cosmetics; fuels and lubricants; fabric, apparel and footwear; books, periodicals, magazines; other goods of personal use; office, IT and communication goods; furniture and appliances; construction materials; vehicles and parts. We deflated the amounts spent by the corresponding IPCA sub-items and similar weights to the IBGE's monthly retail sales survey (PMC). As the IDAT-Activity for the current month is released before the IPCA is published, we use our inflation forecasts until the official publication, revising the indicator after the IPCA is released.

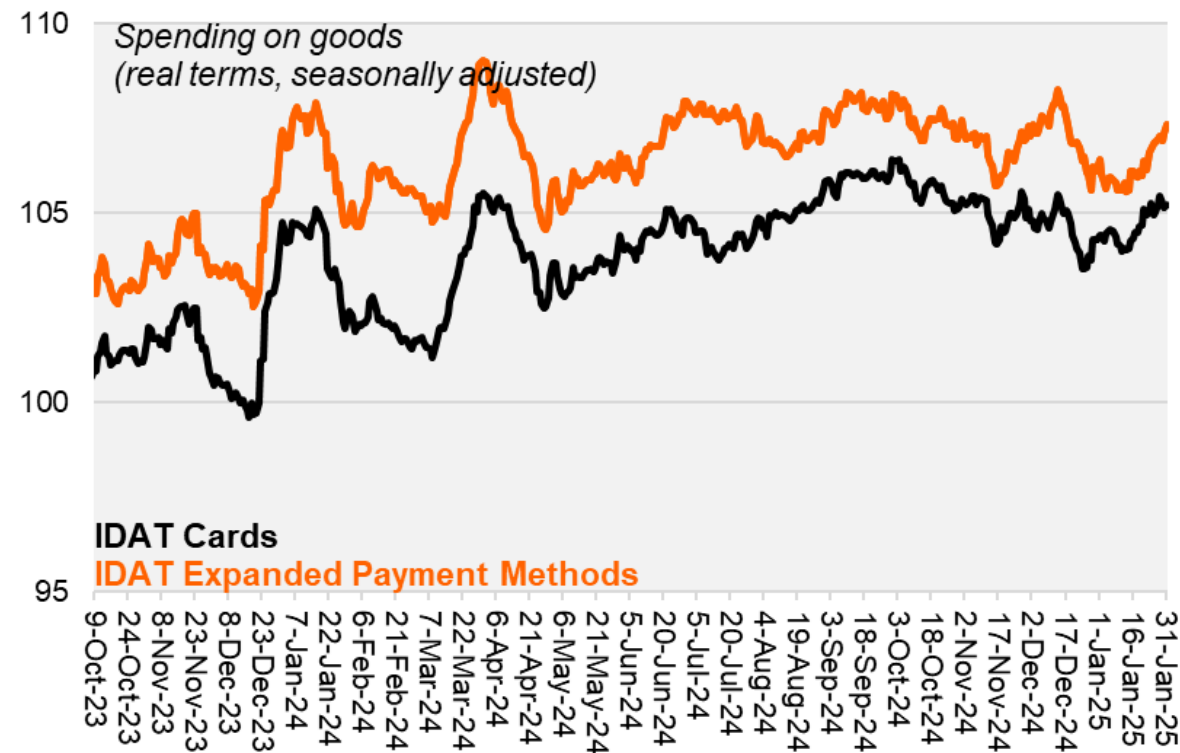


## IDAT-Goods had a increase of 1.0% at the margin

IDAT - Goods (SA, 28d moving avg)



IDAT - Goods (zoom: SA, 28d moving avg)



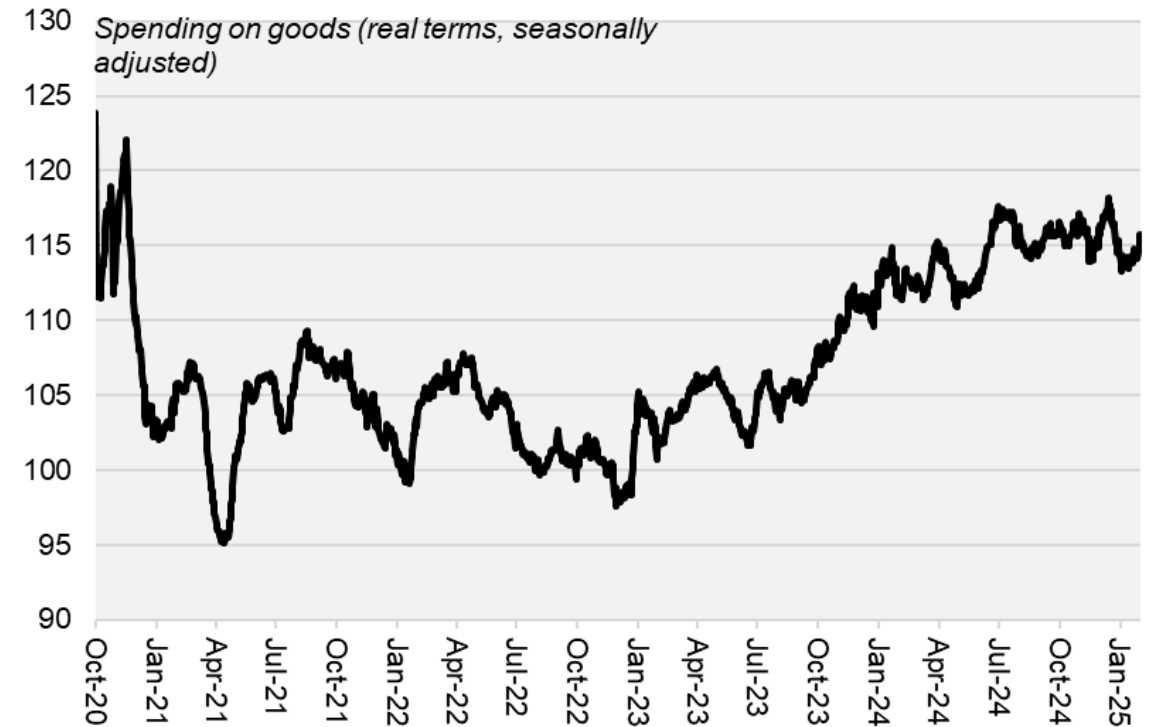
# Sensitive to income segment rose by 0.9% while sensitive to credit segment grew 0.7% at the margin

IDAT-Goods: sensitive to income\*



\*Spending on fuel; supermarkets; apparel, footwear; pharmaceutical; books/magazines; other goods of personal use.

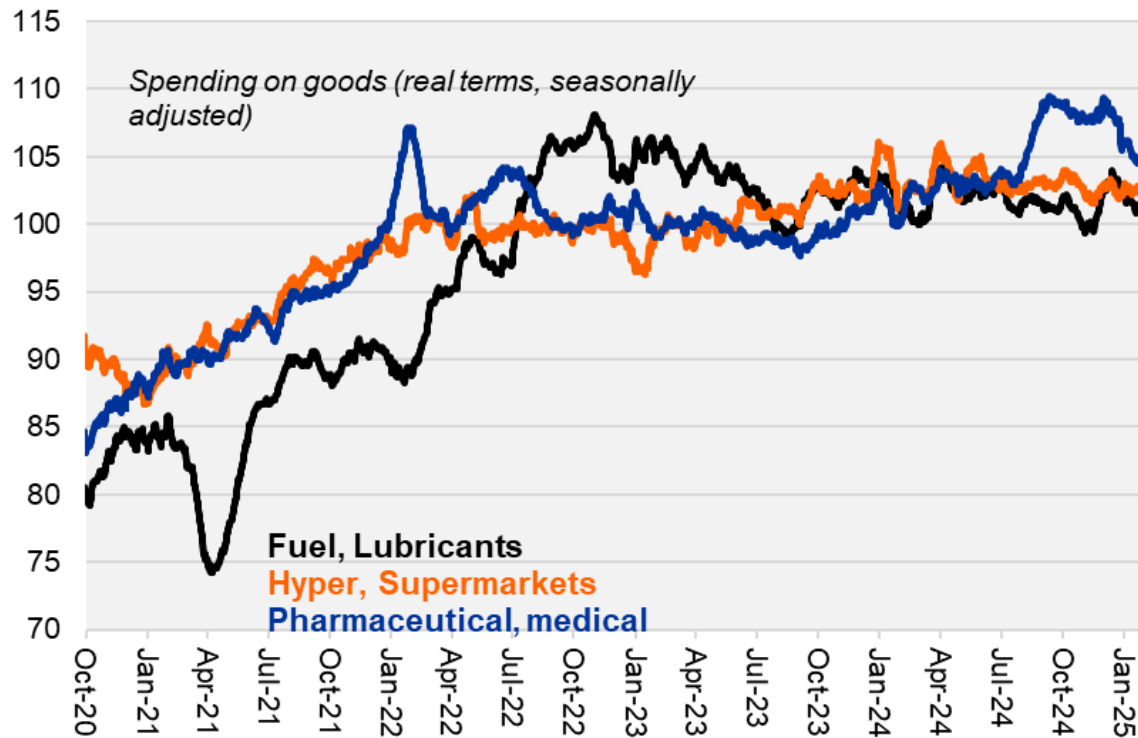
IDAT-Goods: sensitive to credit\*\*



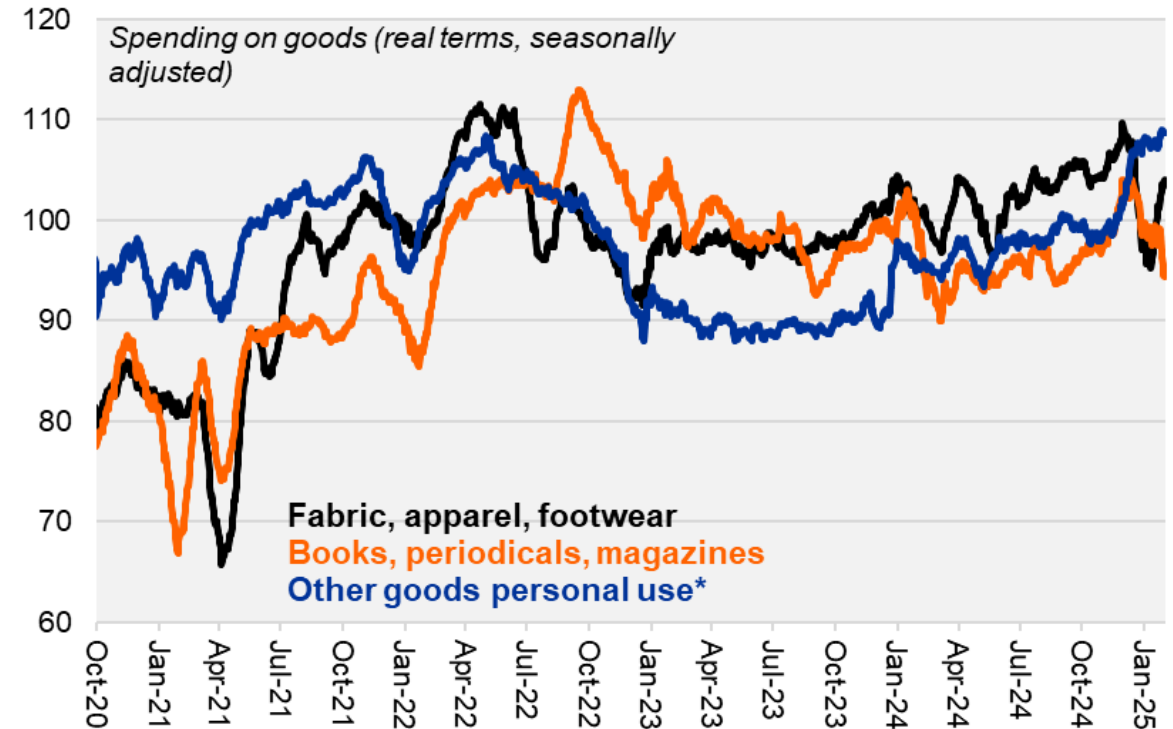
\*\*Spending on furniture and appliances; auto and parts; construction material; equipment and material for office.

## From the income-sensitive segment, the positive highlight was apparel

IDAT- Goods (sensitive to income): essentials



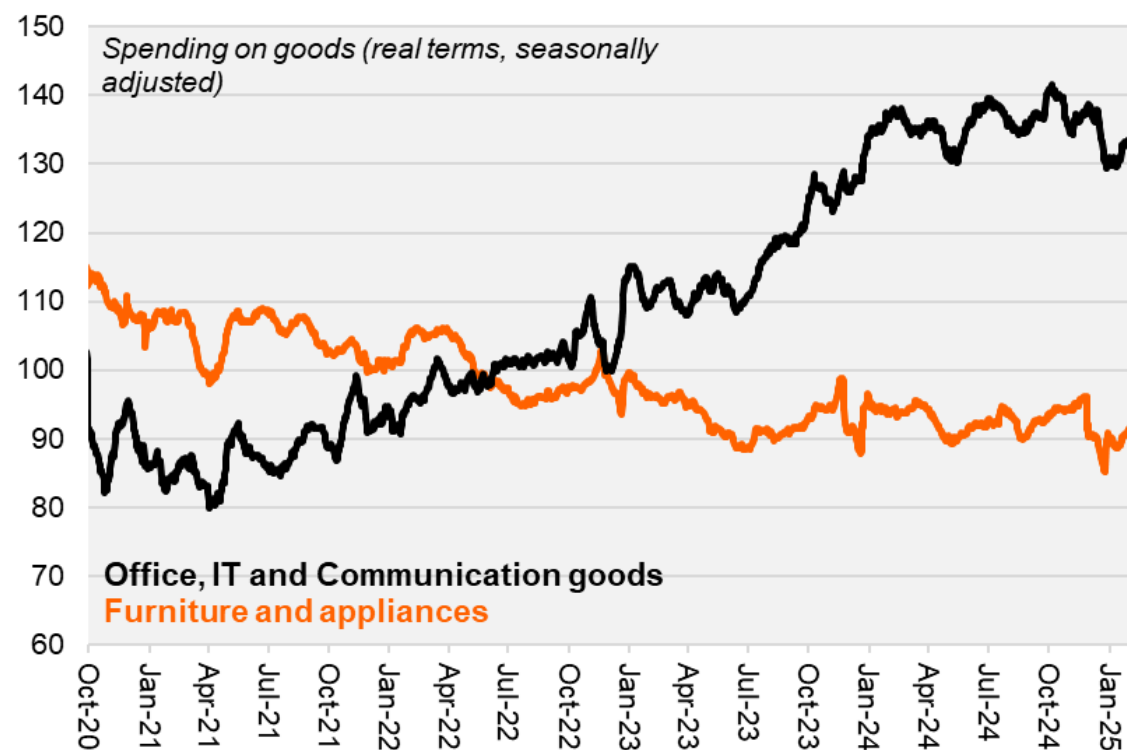
IDAT-Goods (sensitive to income): non-essentials



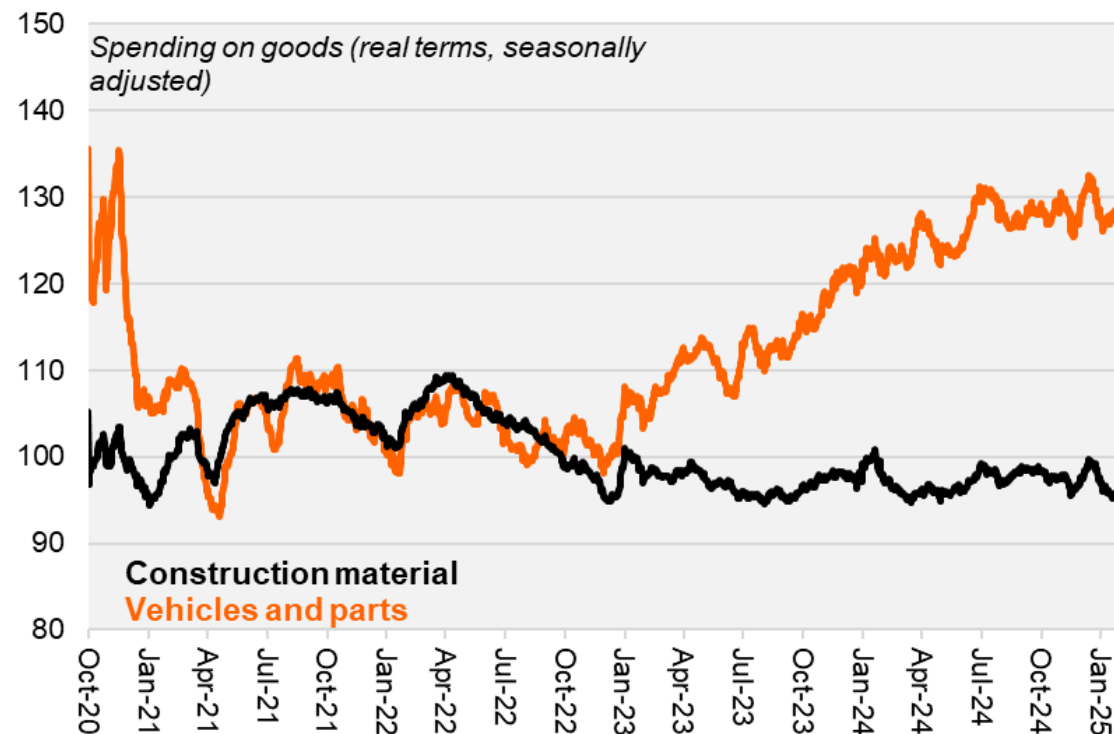
\*Includes sales of sporting goods, toys, gardening items, crafts, art supplies, etc.

## In the credit-sensitive segment, there was only a negative change in construction materials

IDAT-Goods (sensitive to credit)



IDAT-Goods (sensitive to credit)





# IDAT-Regional

IDAT-Regional only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.



# IDAT-Regional decreased in all regions

Heat Map IDAT-Regional\*

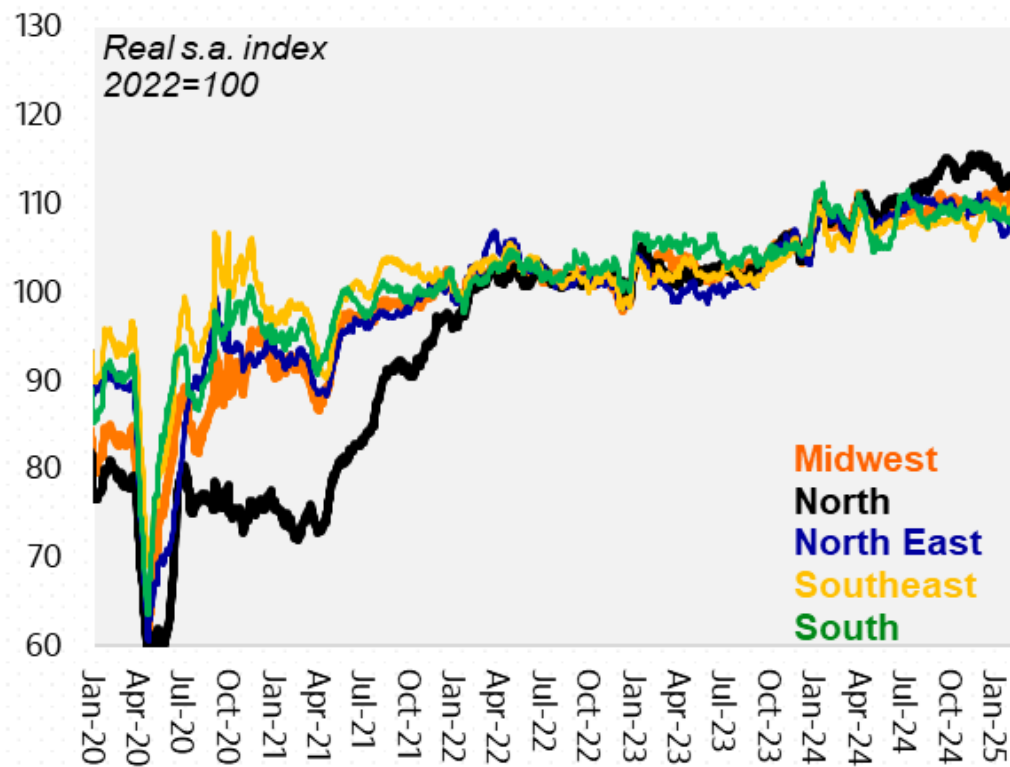
	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
<b>IDAT-Activity</b>															
Southeast	2.1%	2.5%	-2.0%	-1.3%	3.3%	-1.1%	0.7%	0.7%	-0.8%	0.4%	1.5%	-1.2%	2.1%	0.2%	-0.6%
Northeast	0.5%	1.4%	1.7%	-2.2%	3.1%	-2.5%	1.8%	0.1%	0.9%	0.1%	0.3%	-0.6%	2.5%	-1.2%	-0.3%
South	1.6%	3.4%	-0.7%	-0.9%	3.3%	-2.9%	-2.2%	5.0%	-2.4%	1.4%	1.4%	0.3%	1.2%	-1.0%	-1.7%
Midwest	0.4%	1.4%	-0.3%	-0.7%	3.3%	-2.1%	1.1%	0.8%	-0.5%	1.0%	1.3%	-0.5%	2.6%	-1.0%	-0.6%
North	-0.7%	3.2%	1.0%	0.2%	2.0%	-1.9%	1.6%	0.9%	0.5%	1.3%	2.0%	-0.8%	2.2%	-1.5%	-0.3%
<b>IDAT-Services</b>															
Southeast	2.7%	2.1%	-1.1%	-3.3%	3.8%	0.4%	-0.2%	1.7%	-2.0%	1.3%	1.8%	-1.5%	4.0%	-0.8%	-1.1%
Northeast	1.4%	1.2%	2.1%	-3.1%	2.8%	-1.6%	1.4%	0.1%	0.5%	0.8%	0.1%	0.9%	3.5%	-1.0%	0.2%
South	2.8%	2.2%	-0.4%	-1.4%	4.5%	-0.8%	-4.9%	5.5%	-3.5%	3.6%	1.7%	0.1%	2.8%	-1.6%	-2.8%
Midwest	2.2%	-1.0%	0.4%	-1.5%	3.9%	-1.4%	0.7%	1.6%	2.2%	-1.9%	1.9%	-0.4%	5.2%	-2.6%	-1.5%
North	-0.2%	3.1%	2.2%	0.3%	1.6%	-1.8%	1.1%	2.0%	-0.3%	1.4%	2.0%	-0.5%	3.2%	-1.5%	0.0%
<b>IDAT-Goods</b>															
Southeast	1.5%	2.8%	-2.9%	0.7%	2.9%	-2.5%	1.6%	-0.4%	0.3%	-0.4%	1.2%	-1.0%	0.2%	1.3%	-0.2%
Northeast	-0.3%	1.5%	1.3%	-1.3%	3.2%	-3.2%	2.1%	0.2%	1.2%	-0.6%	0.4%	-1.9%	1.6%	-1.4%	-0.7%
South	0.5%	4.7%	-1.1%	-0.4%	2.1%	-4.9%	0.6%	4.5%	-1.2%	-0.7%	1.0%	0.4%	-0.5%	-0.5%	-0.6%
Midwest	-1.2%	3.8%	-0.9%	0.1%	2.8%	-2.8%	1.5%	-0.1%	-0.1%	0.7%	0.6%	-0.6%	0.1%	0.7%	0.4%
North	-1.2%	3.3%	-0.2%	0.0%	2.3%	-2.1%	2.1%	0.0%	1.3%	1.1%	1.9%	-1.2%	1.3%	-1.5%	-0.6%

Source: Itaú

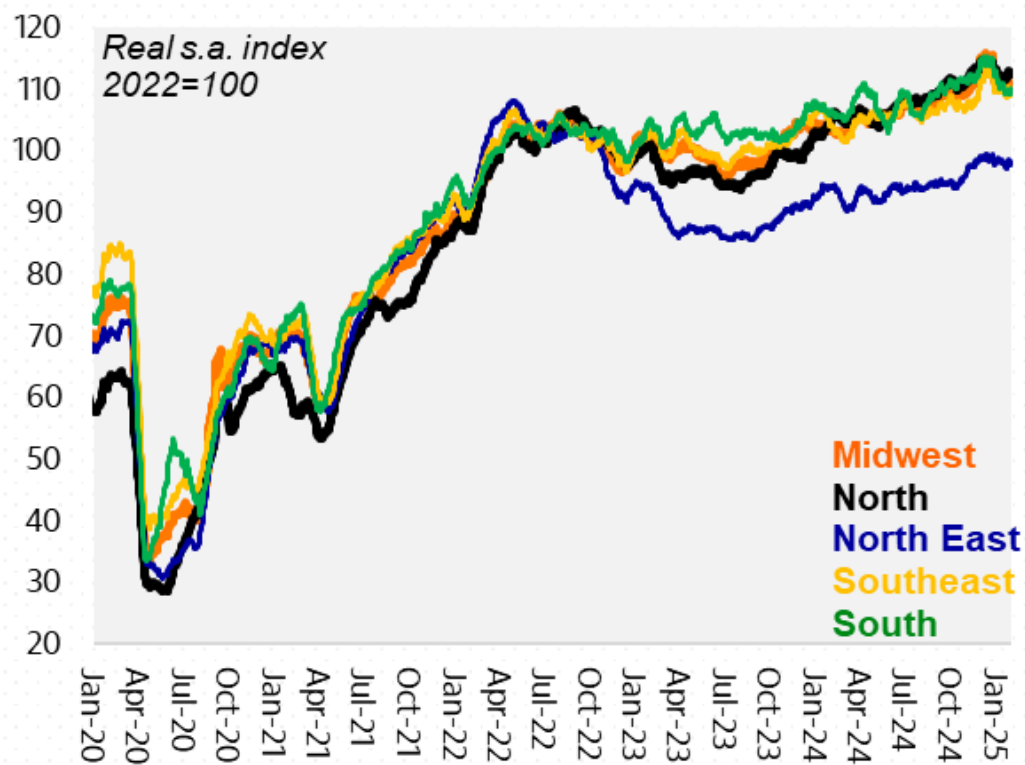
\*Monthly variation seasonally adjusted

## Services and goods had a negative variation in most regions, except in the Northeast and Midwest, respectively

IDAT-Regional: Goods



IDAT-Regional: Services







# IDAT-Selected Sectors

Include Malls, Department Stores, and Petshop.

Different from IDAT-Activity, base 100 is the average of spending values in 2019, monthly, nominal and not seasonally adjusted.

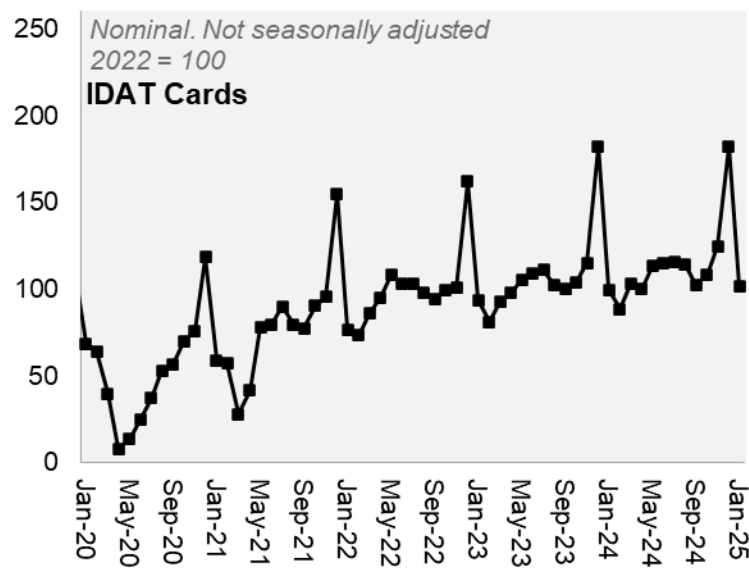


# Negative highlight for department stores in January

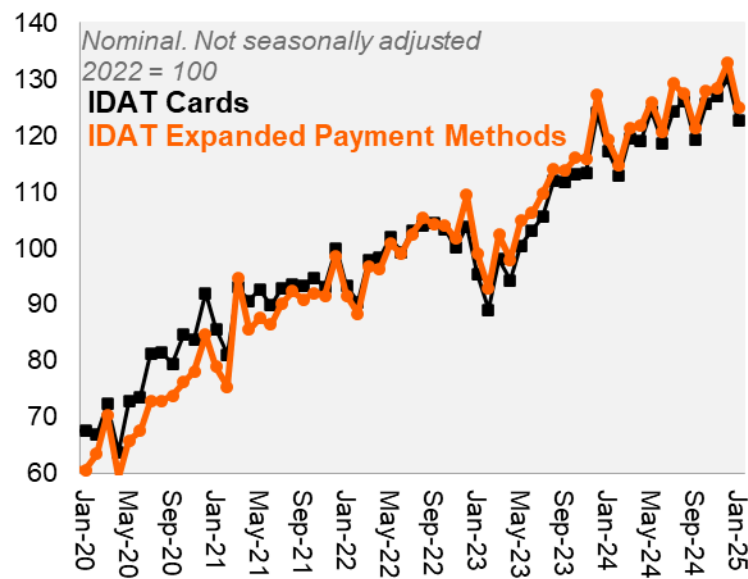
Heatmap IDAT\*

IDAT-Selected Sectors	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
Malls	6.5%	9.4%	11.1%	2.2%	7.3%	5.4%	4.3%	11.4%	2.5%	3.9%	8.4%	0.1%	1.7%
Department Stores	-11.0%	-7.0%	-8.8%	-10.3%	-7.8%	-3.7%	-1.7%	-6.2%	-8.1%	-7.8%	-7.8%	-5.4%	-11.4%
Petshop	22.9%	26.9%	21.9%	26.3%	23.8%	15.0%	17.7%	12.6%	6.6%	11.1%	12.0%	4.9%	4.6%

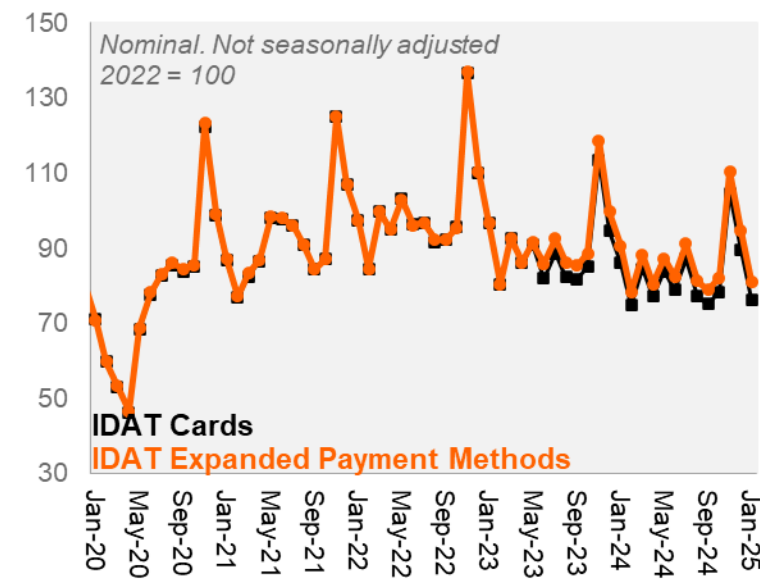
IDAT-Malls\*\*



IDAT-Petshop



IDAT-Department Store



Source: Itaú

\*YoY. Nominal not seasonally adjusted

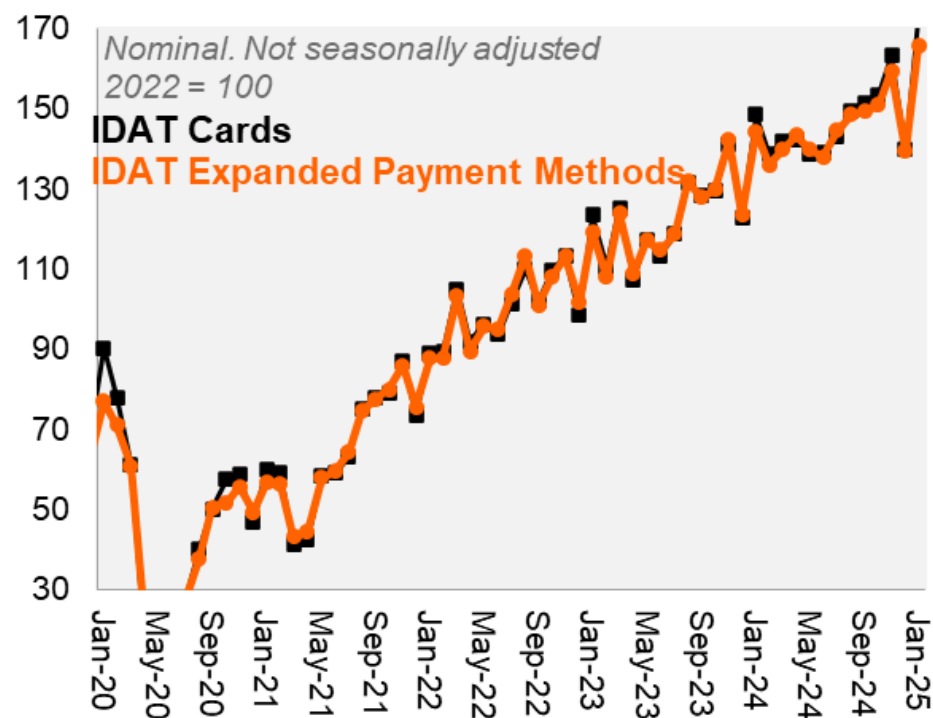
\*\* Purchases made in the vicinity of malls on clothing, food and cinema

# Positive highlight for gym in January

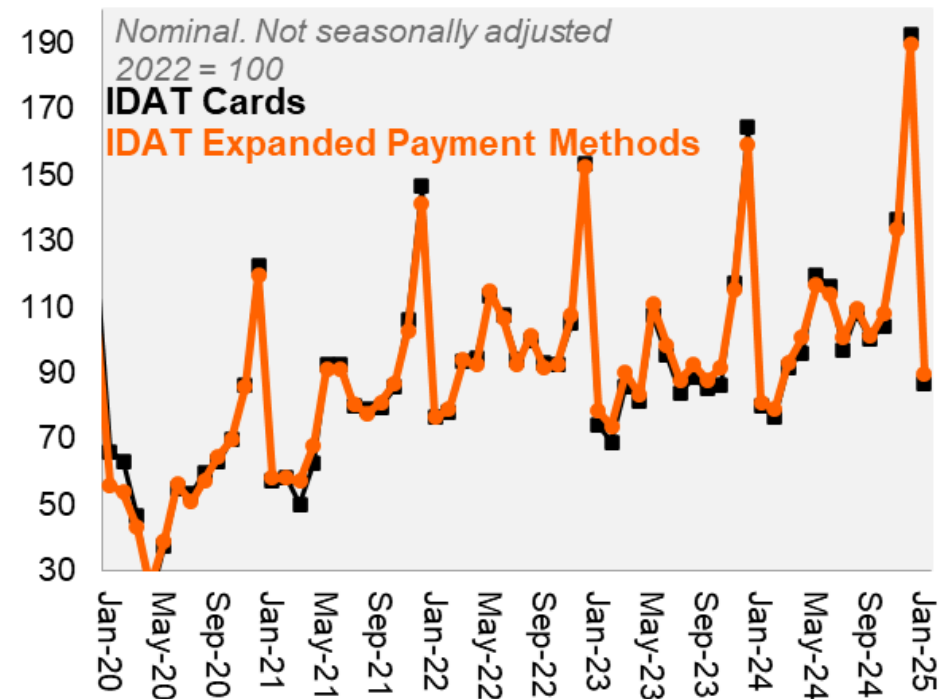
## Heatmap IDAT\*

IDAT-Selected Sectors	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
Gym	20.3%	25.7%	13.1%	32.8%	18.4%	22.6%	20.4%	13.6%	18.1%	18.5%	15.7%	13.9%	16.3%
Jewelry	7.8%	11.1%	6.8%	17.5%	11.4%	21.9%	15.7%	21.7%	17.5%	20.8%	16.6%	17.0%	8.5%

### IDAT-Gym



### IDAT-Jewelry





# IDAT-state

IDAT-State only considers in-person payments. Unlike IDAT-Activity, the frequency is monthly and base 100 is the average amount spent in 2019.



# IDAT-State Services: January

Heat Map IDAT-State*															
	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
IDAT-Services															
Acre	8.6%	-3.2%	1.2%	1.8%	1.3%	1.9%	0.7%	3.1%	-1.7%	1.4%	3.6%	-2.2%	1.6%	4.1%	0.4%
Alagoas	1.6%	-0.1%	4.2%	-4.4%	1.2%	-0.1%	3.4%	-0.3%	0.2%	-0.8%	0.9%	0.2%	5.7%	-2.4%	0.4%
Amazonas	-0.1%	2.0%	5.0%	1.4%	-0.6%	-3.1%	1.6%	3.4%	-0.8%	1.8%	2.1%	-1.4%	3.6%	-0.5%	-0.6%
Amapá	2.8%	0.4%	8.2%	1.6%	-4.5%	1.4%	2.3%	3.2%	2.7%	2.5%	2.3%	-1.6%	5.0%	-2.8%	-0.3%
Bahia	1.6%	1.4%	1.6%	-3.7%	4.7%	-4.1%	2.9%	-2.8%	2.7%	-0.7%	0.0%	0.7%	3.9%	-0.4%	1.5%
Ceará	0.1%	2.8%	0.8%	-1.9%	3.1%	-1.9%	0.3%	1.1%	2.1%	0.2%	-1.4%	0.3%	2.2%	0.1%	-3.0%
Distrito Federal	3.9%	-5.7%	-1.0%	-0.9%	6.2%	-2.7%	1.8%	1.1%	-1.8%	3.2%	1.2%	-0.8%	7.6%	-5.9%	-1.6%
Espírito Santo	1.6%	1.1%	0.9%	-3.5%	4.1%	1.8%	1.1%	0.2%	0.0%	0.7%	2.2%	-0.9%	3.9%	-2.0%	-1.9%
Goiás	3.3%	-1.5%	1.5%	-3.2%	4.3%	-0.9%	0.9%	0.9%	-0.5%	0.8%	2.6%	-1.3%	5.2%	-2.0%	-1.7%
Maranhão	3.8%	-1.3%	1.3%	1.2%	2.4%	-0.6%	1.9%	2.9%	1.2%	-0.1%	1.0%	-0.4%	4.4%	-0.4%	-3.8%
Minas Gerais	2.2%	1.3%	0.4%	-1.8%	3.1%	0.7%	1.9%	-0.3%	-1.0%	1.6%	1.7%	-1.4%	5.7%	-0.8%	0.5%
Mato Grosso do Sul	-0.2%	3.4%	-0.1%	-1.6%	3.2%	-1.9%	2.1%	4.7%	-2.1%	-0.9%	2.9%	-0.6%	5.8%	-2.7%	-0.7%
Mato Grosso	0.6%	2.4%	0.6%	-2.0%	5.9%	-1.6%	1.3%	-1.0%	2.9%	-0.9%	0.0%	2.1%	2.9%	-1.6%	-2.0%
Pará	1.3%	2.1%	1.7%	-2.3%	4.7%	-1.5%	1.2%	0.8%	-1.4%	1.5%	2.6%	0.4%	2.4%	-0.9%	0.7%
Paraíba	2.1%	-0.3%	5.4%	-6.5%	5.0%	-2.0%	-0.4%	2.7%	-0.8%	-0.1%	-0.2%	5.8%	0.8%	-3.5%	3.4%
Pernambuco	2.3%	0.3%	3.2%	-4.6%	3.3%	-1.4%	1.3%	1.2%	-1.2%	1.5%	2.0%	0.1%	3.4%	-1.6%	-1.3%
Piauí	1.6%	-3.9%	6.1%	-3.4%	4.0%	-1.4%	3.4%	-1.8%	1.0%	0.4%	2.0%	-0.1%	6.0%	-1.7%	1.0%
Paraná	2.8%	3.1%	-0.1%	-1.7%	4.0%	-1.6%	0.2%	3.4%	-3.5%	1.9%	3.3%	-0.8%	3.2%	-2.3%	-2.3%
Rio de Janeiro	5.1%	1.0%	-4.4%	-1.4%	3.0%	3.4%	-0.6%	1.4%	-3.6%	2.6%	1.5%	-2.3%	4.1%	1.5%	-4.5%
Rio Grande do Norte	-0.9%	0.7%	2.5%	-1.8%	4.1%	-0.4%	-0.3%	-0.7%	0.1%	3.0%	2.3%	-0.9%	3.6%	-2.5%	-2.0%
Rondônia	-1.7%	3.8%	0.5%	-4.0%	2.3%	-2.2%	2.2%	1.8%	-0.1%	0.8%	-3.2%	1.0%	6.1%	-5.2%	0.5%
Roraima	2.4%	5.8%	1.8%	-1.7%	-0.9%	1.6%	2.0%	0.9%	-0.5%	1.7%	2.8%	0.7%	2.5%	-0.9%	-4.4%
Rio Grande do Sul	-0.7%	1.7%	-2.2%	-0.4%	6.2%	-2.3%	-13.6%	10.1%	-4.2%	7.2%	2.3%	0.3%	1.9%	-1.9%	-1.4%
Santa Catarina	7.2%	1.6%	-2.6%	0.1%	4.5%	-2.4%	1.0%	3.9%	-2.9%	3.4%	-2.0%	2.4%	1.3%	-3.1%	-1.1%
Sergipe	2.3%	3.3%	1.5%	-2.7%	4.9%	1.7%	1.6%	3.4%	-2.5%	1.8%	2.4%	0.5%	2.3%	-1.4%	0.6%
São Paulo	2.5%	2.2%	-0.9%	-2.8%	3.1%	-0.6%	0.0%	2.1%	-1.9%	1.2%	1.6%	-1.3%	3.7%	-1.2%	-0.4%
Tocantis	2.0%	2.2%	3.5%	-0.4%	4.6%	-1.4%	3.1%	1.1%	-0.6%	3.2%	2.4%	1.0%	1.9%	-1.9%	-0.9%

Source: Itaú

\*Monthly variation seasonally adjusted

# IDAT-State Goods: January

Heat Map IDAT-State\*

	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
<b>IDAT-Goods</b>															
Acre	4.4%	-1.9%	2.3%	1.0%	1.3%	-2.6%	-0.2%	0.3%	3.1%	1.7%	-0.2%	0.0%	2.2%	-1.0%	-1.0%
Alagoas	-0.6%	2.8%	1.6%	-2.7%	1.7%	-1.9%	2.7%	-0.2%	0.3%	0.8%	1.1%	-1.5%	1.1%	1.1%	-2.2%
Amazonas	-2.1%	3.4%	0.4%	-0.1%	2.7%	-2.5%	1.9%	3.1%	1.9%	-0.7%	2.9%	-2.6%	3.0%	-1.3%	-0.2%
Amapá	-2.7%	2.9%	3.2%	-3.7%	5.0%	-3.8%	3.5%	2.0%	-1.2%	0.8%	3.0%	-1.8%	-0.2%	4.6%	-1.0%
Bahia	-1.1%	2.1%	1.2%	-1.2%	5.8%	-4.0%	1.6%	-2.4%	2.8%	-0.1%	0.9%	-2.2%	0.3%	-0.3%	-0.6%
Ceará	-1.2%	1.5%	2.1%	-1.2%	2.7%	-3.7%	1.7%	0.9%	2.0%	-1.4%	1.7%	-1.5%	0.8%	-2.3%	0.7%
Distrito Federal	-2.8%	6.0%	-3.0%	2.8%	0.9%	-3.3%	-0.2%	0.8%	-1.3%	3.3%	-0.3%	-1.8%	0.0%	-0.6%	0.8%
Espírito Santo	5.1%	-1.7%	0.6%	-0.1%	2.0%	-4.7%	2.1%	1.4%	-1.0%	-0.6%	4.3%	-2.6%	0.0%	0.1%	0.8%
Goiás	0.0%	2.0%	-0.6%	-0.5%	3.6%	-2.7%	1.4%	0.0%	0.5%	0.9%	0.2%	-0.4%	0.0%	0.5%	0.8%
Maranhão	-0.8%	2.1%	1.2%	-0.9%	2.8%	-3.5%	2.5%	1.2%	1.7%	-0.8%	1.1%	-2.6%	1.8%	1.6%	-2.5%
Minas Gerais	0.4%	2.1%	-2.2%	0.0%	2.2%	-2.1%	2.7%	-0.5%	0.9%	0.0%	1.4%	-1.3%	2.0%	-0.2%	0.4%
Mato Grosso do Sul	-3.2%	4.2%	0.9%	-0.3%	0.6%	-2.2%	0.0%	2.3%	-0.2%	0.0%	-0.3%	0.5%	1.3%	2.4%	-1.6%
Mato Grosso	-0.2%	0.8%	1.7%	-1.5%	4.6%	-0.3%	0.2%	0.6%	0.6%	-0.3%	1.1%	-0.4%	1.2%	0.9%	-1.8%
Pará	-1.3%	2.0%	-0.5%	1.5%	1.1%	-1.6%	1.6%	-1.2%	2.1%	1.3%	2.2%	-2.2%	1.6%	-1.0%	-2.5%
Paraíba	-1.3%	2.1%	1.4%	-1.5%	2.2%	-2.2%	2.2%	0.4%	-0.1%	0.4%	0.1%	-1.7%	1.4%	-1.1%	-1.3%
Pernambuco	1.1%	1.4%	0.5%	-1.8%	3.0%	-4.3%	2.8%	1.4%	-1.7%	2.3%	-1.4%	-0.8%	2.3%	-1.7%	-2.2%
Piauí	-1.3%	0.2%	0.5%	-1.6%	3.5%	-2.8%	1.0%	1.1%	0.9%	0.1%	-0.1%	-1.5%	-0.5%	0.1%	1.9%
Paraná	0.6%	4.7%	-0.5%	-0.8%	2.1%	-4.4%	1.9%	0.5%	-0.3%	0.5%	2.0%	-0.6%	-0.6%	0.0%	0.2%
Rio de Janeiro	0.6%	4.7%	-3.3%	-0.4%	1.4%	-1.2%	2.1%	-2.0%	0.1%	-0.1%	0.6%	-1.0%	-2.1%	4.1%	-2.4%
Rio Grande do Norte	-0.5%	0.6%	1.1%	-0.3%	3.4%	-4.6%	2.5%	-2.1%	2.3%	-0.4%	2.6%	-2.0%	0.5%	0.1%	-1.2%
Rondônia	2.0%	2.3%	-0.5%	-3.7%	1.8%	-0.2%	3.3%	-1.8%	1.5%	-0.6%	0.0%	0.3%	2.8%	-0.5%	-1.7%
Roraima	0.1%	5.4%	0.4%	0.5%	2.9%	-2.4%	2.1%	2.4%	-1.8%	1.1%	-1.4%	4.6%	2.6%	-2.6%	-4.6%
Rio Grande do Sul	-0.6%	6.3%	-2.7%	0.6%	2.4%	-6.0%	-1.8%	9.2%	-1.1%	-0.5%	0.1%	1.7%	-0.9%	-1.9%	0.0%
Santa Catarina	0.9%	3.4%	-0.4%	-0.1%	1.3%	-4.8%	2.3%	2.4%	-1.3%	-1.7%	0.6%	1.0%	0.5%	-0.5%	-1.8%
Sergipe	-1.1%	1.5%	1.9%	-2.0%	4.1%	-1.4%	1.8%	-1.6%	2.5%	-3.0%	5.0%	-3.2%	2.4%	0.6%	-1.4%
São Paulo	1.6%	3.0%	-3.2%	1.1%	3.3%	-2.6%	1.5%	-0.4%	0.0%	-0.5%	1.5%	-0.8%	0.2%	1.2%	0.0%
Tocantis	-3.2%	5.7%	-2.2%	1.4%	1.7%	0.1%	0.1%	-0.5%	3.0%	5.2%	-4.1%	-0.2%	0.8%	0.2%	2.0%

Source: Itaú

\*Monthly variation seasonally adjusted

# Appendix

# Of the 15 breakdowns of the IDAT-online activity, 5 experienced a decline in January

Heat map IDAT*													
Breakdown	jan/24	fev/24	mar/24	abr/24	mai/24	jun/24	jul/24	ago/24	set/24	out/24	nov/24	dez/24	jan/25
Food services	-10.1%	-8.9%	-4.2%	-7.5%	0.6%	0.9%	-7.1%	0.7%	-6.7%	-2.7%	1.6%	-4.5%	2.1%
Lodging	7.9%	-0.1%	3.4%	10.5%	2.1%	7.3%	0.8%	-1.1%	7.4%	0.2%	3.9%	-4.7%	-1.4%
Recreation	7.5%	3.5%	-0.7%	17.4%	5.6%	11.6%	17.0%	8.8%	14.7%	12.5%	15.3%	12.1%	8.2%
Beauty services	-8.1%	-3.4%	-3.6%	9.4%	9.4%	5.9%	5.9%	12.9%	2.8%	18.8%	19.5%	6.3%	19.1%
Fuel, Lubricants	-9.8%	-13.3%	-8.0%	-8.0%	-8.3%	-8.4%	-9.0%	-7.7%	-10.3%	-7.6%	-7.1%	-9.6%	-4.9%
Office, IT and Communication goods	48.3%	32.9%	51.6%	69.6%	53.1%	66.6%	57.4%	48.4%	44.1%	42.1%	27.8%	6.4%	5.7%
Pharmaceutical, medical	1.6%	4.6%	-1.4%	9.0%	5.1%	5.4%	7.7%	18.2%	22.1%	20.4%	14.2%	3.0%	4.5%
Hyper, Supermarkets	-1.2%	-2.3%	7.0%	-7.0%	4.0%	-1.5%	-4.9%	1.6%	-4.1%	-1.9%	-0.7%	-5.5%	-2.0%
Books, periodicals, magazines	-12.4%	-17.2%	-23.3%	-14.9%	-17.1%	-18.6%	-19.6%	-13.9%	-17.9%	-12.0%	-5.7%	-2.4%	-2.4%
Construction material	1.5%	-0.6%	-5.5%	18.0%	7.5%	9.9%	12.4%	8.3%	8.8%	12.0%	6.0%	-0.1%	3.8%
Furniture and appliances	-2.1%	-2.2%	-2.0%	3.4%	2.2%	6.8%	5.4%	-3.9%	-0.5%	-0.8%	-3.6%	-4.0%	-7.1%
Other goods of personal use	4.4%	4.5%	5.2%	6.3%	3.9%	10.5%	10.4%	11.1%	17.2%	17.7%	18.1%	24.6%	24.6%
Other personal services	10.3%	8.4%	8.3%	19.9%	9.0%	4.0%	4.1%	4.3%	3.2%	6.7%	3.8%	4.2%	8.3%
Fabric, apparel, footwear	0.2%	-3.7%	0.6%	8.5%	5.7%	7.4%	9.2%	12.3%	11.3%	14.9%	18.3%	2.6%	9.4%
Vehicles and parts	15.1%	10.0%	3.6%	26.7%	14.3%	16.7%	21.8%	14.8%	17.4%	18.1%	12.1%	2.8%	3.5%



# Of the 15 breakdowns of the IDAT in-person activity, 8 experienced a decline in January

Heat map IDAT*													
Breakdown	jan/24	fev/24	mar/24	abr/24	mai/24	jun/24	jul/24	ago/24	set/24	out/24	nov/24	dez/24	jan/25
Food services	-1.9%	2.1%	7.2%	1.6%	11.4%	10.7%	3.8%	12.9%	4.8%	7.8%	11.6%	3.5%	6.1%
Lodging	-6.2%	-5.6%	-2.9%	-12.0%	2.9%	-0.1%	-0.1%	4.7%	-4.9%	-2.8%	-0.8%	-3.5%	-4.3%
Recreation	7.8%	5.6%	3.5%	14.7%	6.8%	10.9%	3.8%	2.5%	4.7%	2.8%	4.0%	-0.4%	1.3%
Beauty services	15.8%	20.8%	18.5%	36.4%	19.8%	13.8%	19.5%	20.8%	15.2%	26.1%	24.7%	10.4%	11.1%
Fuel, Lubricants	-6.1%	-9.0%	-3.7%	-3.3%	-3.6%	-3.2%	-1.5%	-1.7%	-4.0%	-2.0%	-3.0%	-4.8%	-0.3%
Office, IT and Communication goods	13.3%	6.3%	3.4%	10.0%	5.3%	10.6%	7.4%	1.8%	4.7%	4.1%	-1.7%	0.3%	-5.7%
Pharmaceutical, medical	-4.9%	-3.2%	-5.6%	1.4%	-3.1%	-2.0%	-1.8%	-0.3%	-1.3%	0.7%	1.3%	-1.5%	-0.5%
Hyper, Supermarkets	0.4%	0.2%	10.1%	-4.1%	5.2%	-0.8%	-1.2%	3.5%	-2.6%	-0.5%	0.1%	-2.7%	0.3%
Books, periodicals, magazines	-3.9%	-7.0%	-8.1%	1.6%	-1.5%	2.0%	3.7%	5.1%	6.5%	9.6%	11.5%	-1.7%	-1.3%
Construction material	-4.1%	-6.9%	-14.0%	3.9%	-6.5%	-5.6%	-1.8%	-3.5%	-4.8%	-1.0%	-4.2%	-5.2%	-5.3%
Furniture and appliances	-9.5%	-7.9%	-7.1%	-7.7%	-4.6%	-2.8%	-1.8%	-0.3%	-6.2%	-1.9%	-1.9%	-4.1%	-7.6%
Other goods of personal use	0.0%	2.0%	2.9%	8.2%	10.2%	10.9%	9.5%	14.2%	6.8%	10.9%	12.9%	9.2%	13.4%
Other personal services	7.7%	10.7%	6.2%	18.4%	4.3%	3.9%	5.5%	3.1%	2.6%	3.6%	1.0%	3.7%	7.6%
Fabric, apparel, footwear	0.7%	-3.2%	0.1%	-0.5%	-0.5%	-2.0%	3.3%	5.0%	-1.0%	3.4%	5.5%	-3.2%	-1.7%
Vehicles and parts	13.0%	8.8%	0.5%	20.4%	7.6%	9.1%	16.8%	10.5%	10.2%	14.0%	8.7%	6.6%	5.7%

## For more details

For the entire IDAT-Activity methodology, please check [here](#)

### Our Bloomberg *tickers*:

- IDAT-Goods: PIBIDATG Index
- IDAT Expanded-Goods: PIBIDTXG Index
- IDAT-Services: PIBIDATS Index
- IDAT Expanded-Services: PIBIDTXS Index
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